

What is claimed is:

1. A method for determining advertising effectiveness,
comprising the steps of:

5 displaying an advertisement to an audience;
 indicating to audience members that the advertisement seeks
feedback responses from the audience;
 receiving feedback responses from the audience;
 crediting an account for each audience member who provides a
10 feedback response, wherein accounts are credited with credits that are
redeemable for something of value; and
 compiling feedback from the audience to judge the effectiveness
of the advertisement.

15 2. A method for determining advertising effectiveness as recited
in claim 1 wherein the step of displaying an advertisement includes radio
or television broadcasting the advertisement.

20 3. A method for determining advertising effectiveness as recited
in claim 1 wherein the step of displaying an advertisement includes
displaying the advertisement in computer-readable format.

25 4. A method for determining advertising effectiveness as recited
in claim 1 wherein the step of displaying an advertisement includes
incorporating the advertisement into pre-recorded media.

30 5. A method for determining advertising effectiveness as recited
in claim 1 wherein the step of displaying an advertisement includes
displaying the advertisement on a billboard.

6. A method for determining advertising effectiveness as recited in claim 1 wherein the step of indicating that the advertisement seeks feedback responses includes providing a visual indicator on a visual display.

5

7. A method for determining advertising effectiveness as recited in claim 1 wherein the step of indicating that the advertisement seeks feedback responses includes providing an audible indicator through a speaker.

10

8. A method for determining advertising effectiveness as recited in claim 1 wherein the step of receiving feedback responses from the audience includes receiving data from electronic devices operated by the audience.

15

9. A method for determining advertising effectiveness as recited in claim 8 wherein the data received includes information indicating whether the audience members comprehend the advertisement.

20

10. A method for determining advertising effectiveness as recited in claim 8 wherein the data received includes information identifying the advertisement.

25

11. A method for determining advertising effectiveness as recited in claim 1 further comprising a step of indicating to an audience member that a feedback response has been received from that audience member.

30

12. A method for determining advertising effectiveness as recited in claim 1 further comprising a step of indicating a credit balance to an

audience member following receipt of a feedback response from that audience member.

13. A method for determining advertising effectiveness as recited
5 in claim 1 wherein the step of crediting an account includes crediting additional credits for responding to multiple advertisements.

14. A method for determining advertising effectiveness as recited
in claim 1 further comprising a step of verifying that audience members
10 have access to the advertisement to which it is responding.

15. A method for determining advertising effectiveness,
comprising the steps of:
displaying an advertisement to an audience;
15 indicating to audience members that the advertisement seeks feedback responses from the audience by providing a visual indicator on a visual display;
receiving feedback responses from the audience by receiving data from electronic devices operated by the audience, wherein the data
20 includes information indicating whether the audience members comprehend the advertisement;
indicating to an audience member that a feedback response has been received;
crediting an account for each audience member who provides a
25 feedback response, wherein accounts are credited with credits that are redeemable for something of value;
indicating a credit balance to an audience member following receipt of a feedback response from that audience member; and
compiling feedback from the audience to judge the effectiveness
30 of the advertisement.